

# NJMC NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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**New Jersey  
Meadowlands  
Commission**

## MACY'S Breaks Ground in Meadowlands District

Thanksgiving Day Parade Studio is Latest Example of Region's Economic Growth

**LYNDHURST, N.J.** – The New Jersey Meadowlands Commission welcomed Macy's to Moonachie on Tuesday at a groundbreaking ceremony at the future site of Macy's Parade Studio, where the company will construct its spectacular floats and giant balloons for the iconic Macy's Thanksgiving Day Parade®. The project is the latest example of the economic growth taking hold in the Meadowlands region, and will provide new tax ratables that can help reduce the local tax burden on residents and existing businesses.

In September, the NJMC approved a fill/stockpile permit that allows Macy's to begin site work at the vacant State Street property. The company's plans call for construction of a 71,476 square-foot Parade Studio facility. Macy's will still need zoning and construction code plan review approvals before it can begin construction. The company also has a storage facility in Carlstadt.

"This is exactly the kind of success the Administration envisioned when we created a permanent Red Tape Review Commission and the Business Action Center within the Department of State," said Lt. Governor Kim Guadagno. "Alleviating the business community of unnecessary red tape and forging the most welcoming environment for investment possible remains a foremost priority. Welcoming Macy's to the Meadowlands is proof these efforts are already paying dividends."

With more than 50 million viewers across the country and more than 3.5 million spectators that line up along the streets of New York City each year, the Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For more than 80 years, the Parade has marked the official start of the holiday season. The Parade features the finest marching bands, fabulous floats and Macy's signature giant helium character balloons.

"We are delighted that Macy's has chosen to locate its Parade production facility in the Meadowlands District," said Lori Grifa, chairman of the NJMC and commissioner of the state department of Community Affairs. "The NJMC has been working hard to develop an even more friendly and affordable business climate in the Meadowlands, and it is great to see these efforts paying off."

"The Commission's commitment to promoting Governor Christie's economic growth agenda and the region's close proximity to major highways leading to Manhattan make it an ideal place for a company like this to do business," Commissioner Grifa said.

The NJMC has taken several steps to promote economic development in the Meadowlands District. This summer the Commission granted a zoning certificate to Italian desert maker Bindi, that allows the company to build an approximately 64,000 square-foot facility in Kearny. The NJMC also recently approved the construction of two new warehouses in Secaucus by distribution facility giant ProLogis, totaling 345,000 square feet, and approved a variance request that can help a Brooklyn-based scaffolding business relocate to Carlstadt. The company, Atlantic Hoisting and Scaffolding, has said the move would result in up to 200 new local jobs.

In keeping with Governor Christie's reform efforts to grow the state's economy, the NJMC is working to streamline its regulatory and administrative processes to apply "common sense" principles that do not needlessly hinder economic growth while complying with the NJMC's mandate to balance economic development and environmental concerns.

Regulation revisions include waivers from strict compliance with some agency regulations and reductions in permitting fees. As the NJMC amends future rules, the local business community, municipal officials, environmental groups and other stakeholders will be invited to the table for input as part of the Commission's Regulatory Advisory Group. Together, these positive steps will continue to strengthen and further enhance the vitality of the Meadowlands District's economy.

"The economic development that is taking place in the Meadowlands and the steps the NJMC is taking to further economic growth is great news for residents, business owners and taxpayers," said Robert Ceberio, executive director of the NJMC. "New development brings job creation and much-needed new tax revenue to the region, which can help stabilize property tax bills for residents and business owners."

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